

Nadi Epina

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SUMMARY

Innovative and resourceful professional with over four years of experience in the tech industry and a strong background in UX/UI design, project management, and office administration. Proven ability to create positive work environments, manage multiple tasks efficiently, and support executive needs. Holder of a UX/UI certificate from UC Berkeley and experienced in managing both office and remote settings.

EXPERIENCE

Freelance / Contract Work

User Researcher | 2021—Present

- Improved Product-Market-Fit for 40 companies through extensive user research.
- Conducted 400+ user interviews, providing critical insights for business strategies.
- Prevented over 10 unviable startup ideas from reaching the market through detailed research and modeling.

Embily - Remote / New York, USA

UX Researcher / Project Manager | 2021-2022

- Enhanced product functionality by identifying user needs and market opportunities.
- Conducted market analysis and established partnerships to increase cost efficiency.
- Implemented A/B testing, leading to a 20% increase in user engagement.
- Boosted new user conversion rates by 15% with targeted segmentation strategies.
- Developed partnerships, acquiring 30-40 new clients per month at no additional cost.

Effebot.com - Europe, Hong Kong, Russia

Product Manager | 2015-2020

- Led customer development projects to extract valuable user insights.
- Collaborated with cross-functional teams to integrate user-centric design principles.
- Drove innovative product solutions based on market trend analysis and user feedback.

“Forex”

Marketing and SMM Specialist | 2013-2015

- Developed and executed social media marketing strategies to increase brand visibility.
- Managed content creation, scheduling, and community engagement across multiple platforms.
- Achieved significant growth in followers and engagement metrics for various clients.

EDUCATION

- **Bachelor of Science in Accounting** — Perm State National University, 2014
- **UX/UI Design Boot Camp Certificate** — UC Berkeley, 2021
- **Accelerator** — Internet Initiatives Development Fund for Startups, 2017
- **Global Leadership Program (GLO)** — UC Berkeley, 2021

TECHNICAL SKILLS

- Office Management: Task coordination, scheduling, office upkeep, vendor management
- Design Tools: Figma, FigmaJam, Illustrator, Photoshop, Sketch, Miro
- Development: HTML, CSS, JavaScript
- UX/UI: Prototyping, wireframing, user flows, mockups, visual design, user research, usability testing, information architecture